Marketing Public Relations

A Marketer's Approach to Public Relations and Social Media

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Chapter 4

The MPR Framework: Objectives, Target, Connectors, Message, and Measure

Chapter Objectives

1. List and explain the five elements of the MPR process and describe how they relate to each other.
2. Explain the purpose of setting objectives for an MPR effort.
3. Map the consumer decision-making process and explain how marketers can influence the various steps in the process.
4. Define *market segment and target market and explain how an organization* would go about selecting its target market.
5. Describe the three primary methods for classifying market segments.
6. Understand the different types of connectors and their role in the MPR process.
7. Define *message in an MPR context* and explain its dual purpose.
8. Explain the need for measuring the effectiveness of an MPR effort.

Elements of MPR Process

1. Determine the desired objectives of your efforts. (Objectives)

2. Verify the consumers you wish to influence in order to reach your objectives. (Target market selection)

3. Decide on the media, groups, and individuals that will be able to reach your target market most effectively. (Connectors)

4. Communicate compelling reasons for consumers in your target market to pursue exchanges with your organization, and give connectors a reason to pass on your information to the consumers within their sphere of influence. (Message)

5. Measure the amount of activity generated by selected connectors and the resulting behavior of your target market relative to your goals. (Measure)

Action-oriented behaviors

- Marketing behaviors that include the performance of a specific task, such as trying or buying a product for the first time; continuing to buy a product; casting a vote; visiting a Web site

Attitude

- A person's overall evaluation of a concept; a response involving general feelings of liking or favorability

Information-oriented behaviors

- Behaviors designed to make an audience aware of some aspect of a given product, usually with the goal of supporting an action based outcome at some point in the future
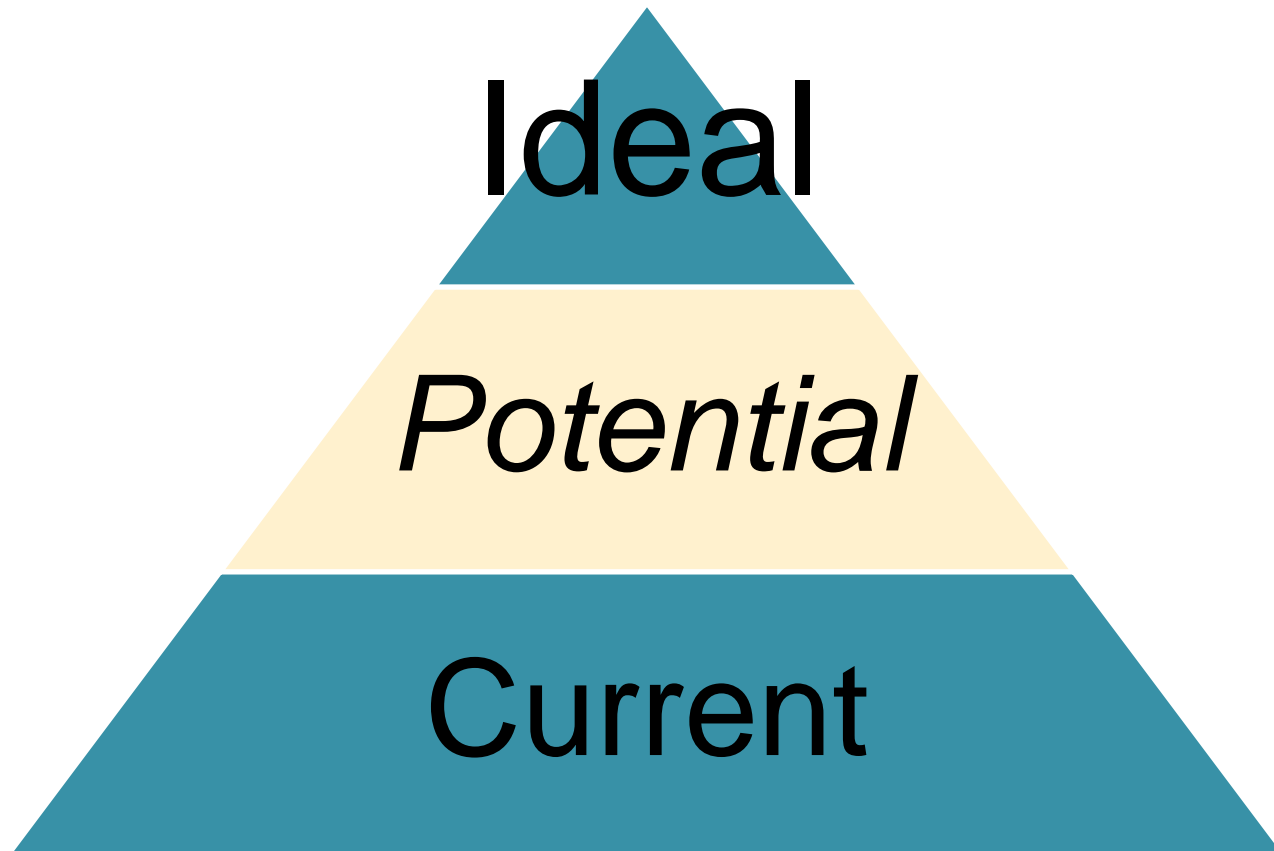
Tom's Shoes®

- In 2006, Tom's Shoes® founder Blake Mycoskie was traveling in in Argentina and found that children had no shoes. He immediately started a shoe company where he gives away a pair of shoes to a child in need for every pair of shoes that is sold.

- To keep customers interested and involved, Tom's Shoes® sends regular emails to customers keeping them informed of their latest "shoe drops" and how many more shoes they need to sell to reach their goal. This encourages more shoe purchases and greater customer involvement in Tom's cause.

Consumer Decision-Making Process

Need Recognition

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Information Search

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Evaluation of Alternatives

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Decision

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Post-Decision

Consumer Potential

The gap between a consumer's current and ideal state of being

Market Segment

- A group of consumers who respond in a similar way to a given set of marketing efforts

Target Market

- A set of buyers sharing common needs or characteristics that a company decides to serve
- Target markets should be:
  - Identifiable
  - Accessible
  - Substantial
  - Durable
  - Differentiable

Demographics

- Criteria for dividing a market into groups based on such variables as
  - Age
  - Gender
  - Income
  - Occupation
  - Race, and
  - Nationality

Psychographics

- Criteria for dividing a market into groups based on such variables as social class, lifestyle, or personality characteristics

Benefits

- A behavioral segmentation that groups buyers according to the different benefits they seek from a product

Occasion

- A behavioral segmentation that groups buyers according to when they get the idea to buy, actually make their purchase, or use the purchased item

Customer Loyalty

- A behavioral segmentation that groups buyers according to how likely they are to switch from the brand they are currently using to a different brand

Usage Rate

- A behavioral segmentation that groups buyers according to how frequently they buy or use a product

Business-to-Business Psychographics

- Business-to-Business marketers should think about the **values** and **attitudes** held by certain businesses and industry groups.

Whole Foods Values

How are consumers influenced by MPR?

Media consumption by medium

Media consumption frequency

Reliance on word-of-mouth recommendations

Reliance on expert opinion

Uncommon Connectors

- Stan Stalnaker, the founder of *Hub Culture, an international online and off-line social network writes,*

  ◦ "Peer-to-peer networks have thrown the media industry into turmoil, changing the flow of information from a one-to-many model (with newspaper publishers, etc., as the sources) to a many-to-many (with blogs, YouTube, etc., as venues). The ability of individuals to both consume and create content greatly threatens traditional players."

MPR might lose control of the message

- So, you need to consider a few things:
  - Is the information worth spreading?
  - Is this information actually news?
  - Does this information matter to the intermediary's audience?
  - Does spreading this information positively affect the image or standing of the intermediary in the eyes of its audience?
  - Does disseminating this information benefit the intermediary?

Measurement

- Famous retailer John Wanamaker is claimed to have stated, "Half the money I spend on advertising is wasted; the trouble is, I don't know which half."

- Standard marketing metrics such as sales, profitability, and changes in market share, market penetration, and brand awareness apply to MPR efforts much the same way they do to other marketing efforts, such as advertising and sales promotion.

Concept Case 4.1: Falcon's Lair

Objectives and Influencing the Decision-making Process

1. List some topics that The Falcon's Lair might incorporate into its expert articles or word-of-mouth campaigns that can help the company achieve its marketing goals.

2. Give some examples of connectors The Falcon's Lair should pursue.

3. What type of information should The Falcon's Lair make available to connectors?

4. Describe some other ways that The Falcon's Lair can use connectors to help consumers choose to shop at The Falcon's Lair rather than its competitors.

Concept Case 4.2: Falcon's Lair

Target Market

1. Sort the findings into demographic, psychographic, and behavior characteristics.

2. Discuss the type of demographic, psychographic, and behavioral data you would want to collect for the family and recreational hikers and climbers target market.

Reflection Questions

1. Explain and describe the elements of the MPR process.

2. How do MPR objectives differ from marketing goals, and how are they related?

3. Identify one current example of how marketers use MPR for each step of the consumer

decision-making process.

4. Describe the difference between a market segment and a target market, and explain how to determine if a specific market segment should be considered a target market.

5. Compare and contrast the three major market segmentation categories.

Reflection Questions (continued)

6. Describe the concept of a "connector," and explain how the existence of connectors makes MPR different from other elements of the marketing communications mix.

7. What are some types of organizations, groups, or individuals that you might consider to be connectors?

8. Explain the dual role of the message in MPR.

9. Why is measurement a key element of the MPR process, and how does it differ from the measurement of standard marketing communications efforts?

Practice Portfolio

- List some basic objectives for conducting a public relations consumer-generated marketing campaign for your practice company.

- Outline the buying process for your company's products and discuss what you can do as a marketer to influence this process.

- Using demographic, psychographic, and behavioral criteria, define as many potential market segments for your company as you can identify.

- Considering the five criteria for effective target segmentation selection, narrow the list of market segments you have listed to one to three target markets. Explain why you chose to keep the ones you kept, disqualify those you eliminated, and combine those you consolidated.

- List as many types of media, groups, and individuals as you can think of that would be appropriate connectors for your company. Briefly explain why you chose each one.

- Recall the positioning statement that you created in Chapter 3. What message could you distribute to your connectors that would be of value to them and would also effectively translate to your target audience to meet your objectives?

Critiquing PR Material

- Have an "editor's eye"
- Consider the point of view of potential editors and journalists as well as their audiences
- Look for grammar, spelling and punctuation errors. (Hint :PR pieces don't always have to follow the rules, but breaking them must be intentional.)
- Determine the goal of the piece and ask if the piece is meeting that goal
- Break down the piece into its various elements and ask the questions "why?" and "so what?"
- Evaluate the aesthetics of the piece not just the content. Is it formatted in a way that it will look appealing to the audience?
- Make suggestions for improving the piece
- Give your rationale for each suggestion